

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em;">WCNC-TV</span>	<b>Date:</b> <span style="font-size: 1.2em;">10/11/12</span>
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I, Heidi Guerra  
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:** \$ Gross \$61,800.00

This broadcast time will be used by: North Carolina Judicial Coalition

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

N.C. Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/11/12      Heidi Guerra      985-377-7161  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



# Buy Detail Report

Revision #:

Date: 10/10/2012

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

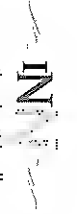
Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Client: NC Supreme Court  
 Estimate: 1000  
 Media: TV  
 Description: NC Supreme Court Charlotte Camp I 10\_12 thru 10\_22  
 Product: Political  
 Flight Start Date: 10/8/2012 05:00 AM  
 Market: Charlotte-Gastonia-Rk Hill  
 Flight End Date: 10/22/2012 04:59 AM  
 Primary Demo: Adults 35+  
 Survey: Nov11 DMA Nielsen Live+7  
 Separation between spots: 30  
 Buyer: Heidi Guerra

Line No	Daypart Program	STN Gross	Dur	Wks 10/8 10/15 10/22	Total Spots	Adults 35+ Rtg/CPP
<b>WCNC-TV</b>						
1	MTuWThF 5:00a-6:00a NWSCHANL36-5AM<	\$300.00	30	1 5 1	7	1.3 \$230.77
2	MTuWThF 6:00a-7:00a NWSCHANL36-6AM<	\$700.00	30	1 5 1	7	2.2 \$318.18
3	MTuWThF 7:00a-9:00a TODAY SHW	\$750.00	30	1 9 1	11	2.0 \$375.00
4	MTuWThF 12:00p-12:30p NWSCHANL36-12P<	\$250.00	30	1 5 1	7	1.0 \$250.00
5	MTuWThF 3:00p-4:00p JUDGE JUDY<	\$350.00	30	1 5 1	7	1.4 \$250.00
6	MTuWThF 4:00p-5:00p VARIOUS	\$400.00	30	1 5 1	7	3.0 \$133.33
7	MTuWThF 5:00p-5:30p NWSCHANL36-5PM<	\$500.00	30	1 5 1	7	1.6 \$312.50
8	MTuWThF 5:30p-6:00p NWSCHANL36-530P<	\$550.00	30	1 5 1	7	1.9 \$289.47
9	MTuWThF 6:00p-6:30p NWSCHANL36-6PM<	\$950.00	30	1 5 1	7	2.7 \$351.85
10	MTuWThF 7:00p-7:30p JEOPARDY<	\$1,400.00	30	1 5 1	7	6.1 \$229.51
11	MTuWThF 7:30p-8:00p WHEEL-FORTNE<	\$1,550.00	30	1 5 1	7	6.0 \$258.33
12	Sa 7:00p-7:30p AVG. ALL WKS	\$500.00	30	1 1 0	2	2.6 \$192.31
13	Sa 11:00p-11:35p NWSCHANL36-11P<	\$850.00	30	1 1 0	2	2.3 \$369.57
14	Su 8:00a-9:00a SUN TODAY-NBC	\$700.00	30	1 1 0	2	2.6 \$269.23



# Buy Detail Report

Revision #:

Date: 10/10/2012

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4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

**Client:** NC Supreme Court  
**Media:** TV  
**Product:** Political  
**Market:** Charlotte-Gastonia-Rk Hill  
**Primary Demo:** Adults 35+  
**Separation between spots:** 30  
**Estimate:** 1000  
**Description:** NC Supreme Court Charlotte Camp I 10\_12 thru 10\_22  
**Flight Start Date:** 10/8/2012 05:00 AM  
**Flight End Date:** 10/22/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Heidi Guerra

Daypart	STN									
Line No	Program	Gross	Dur	Wks				Total Spots	Adults 35+ Rtg/CPP	
WCNC-TV										
15	Su 9:00a- 9:30a	\$400.00	30	1	1	0		2	1.7	
	NWSCHANL36-9AM									
Total Spots:								15	63	11
Total GRP/GIM(P(Mil):								38.4	163.2	29.2
Total CPP/CPM:										
Total Cost:								\$61,800.00		
								89		\$267.76



# Summary by Station/System

Date: 10/10/2012

**Client:** NC Supreme Court

**Media:** TV

**Product:** Political

**Market:** Charlotte-Gastonia-Rk Hill

**Primary Demo:** Adults 35+

**Separation between spots:** 30

**Estimate:** 1000

**Description:** NC Supreme Court Charlotte Camp 1 10\_12 thru 10\_22

**Flight Start Date:** 10/8/2012 05:00 AM

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**Survey:** Nov11 DMA Nielsen Live+7

**Buyer:** Heidi Guerra

**Send Billing To:** Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

**Phone:** 985.377.7161

**Fax:** 985.377.7118

Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WCNC-TV	89	\$61,800.00	100%	\$267.76	230.8	100%	
Market Total:	89	\$61,800.00		\$267.76	230.8		



## Summary by Station/Month

Date: 10/10/2012

**Client:** NC Supreme Court  
**Media:** TV  
**Product:** Political  
**Market:** Charlotte-Gastonia-Rk Hill  
**Primary Demo:** Adults 35+  
**Separation between spots:** 30

**Estimate:** 1000  
**Description:** NC Supreme Court Charlotte Camp I 10\_12 thru 10\_22  
**Flight Start Date:** 10/8/2012 05:00 AM  
**Flight End Date:** 10/22/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Heidi Guerra

**Send Billing To:** Innovative Advertising  
4250 Hwy 22  
Suite 7  
Mandeville, LA 70471  
**Phone:** 985.377.7161  
**Fax:** 985.377.7118

Station	Month	Total Spots	STN Gross	PCT	
WCNC-TV					
	OCT 12	89	\$61,800.00	100%	
Market Total:		OCT 12	89	\$61,800.00	100%
		89	\$61,800.00		